Arrow H. Company, Hupp-

Yates. United Motor N. Y. Co., Samp-

TRUCKS RUMBLE IN PARADE TO HARLEM

PARADE TO HARLEN

Machines of All Weights and Sizes Come Out to Show Commercial Activity.

MANY GOOD FEATURES

Enough Variety in Types to Interest Onlookers—Bad Weather Again for Second Year.

The peculiar III fortune in respect of weather conditions that marked the Motor Truck Club's parade last year was centinued yesterday on the occasion of the second annual commercial vehicle procession. It did not rain as much yesterday as it did the year before, so perhaps next time the parade will be marked by smiling skies and baimy weather. There is sure to be a next time, for there were so many trucks in line and such genuine interest was displayed in the affair all along the line—except perhaps on Automobile row, which is pretty well used to motor trucks—that those who got up the parade and those who inde in it were well satisfied that they had braved a miserable day for the purpose of showing the cars.

The line of March or rather of progress was from the Battery to Harlem. Saturday afternoon was chosen because it would not tend to interfere with the actual work of business houses whose tucks were ir, the procession, and yet would serve to draw the attention of the forms. The content of the purpose of showing the cars.

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The line of March or rather of progress was from the Battery to Harlem.

Attual work of business houses whose trucks were in the procession, and yet would not tend to interfere with the actual work of business houses whose trucks were in the procession, and yet would serve to draw the attention of namy persons, bound to be interested, who were in the streets.

Of course, a motor truck parade isn't like a circus parade, because although the wagons are big and ponderous—and so are circus wasons—there isn't anything spectacular about them. Furthermore, the normal traific of the street cannot be prevented from working its way into the line of march, so that by the time the parade was well uptown there were any number of roadsters touring cars and closed vehicles fillting along or else mixed in when the paraders had to make a traific stop.

However, these minor details aside, the procession was orderly and impressive in the downtown districts, the very places where the best impression was desired to be made. The start roin the Battery was made not long of the parade was where the best impression was desired to be made. The start roin the Battery was made not long of the parade was where the line. E. W. Curlt, Jr., was chief marshal, with C. W. Fletcher and T. A. Appell as his assistants. They were is about the line. E. W. Curlt, Jr., was chief marshal, with C. W. Fletcher and T. A. Appell as his assistants. They were is about the contract of the marshal with C. W. Fletcher and T. A. Appell as his assistants. They were is a band included representatives of the most important houses in the curl. The trucks in the main were simply decorated. Co. J.; E. O. Hoopengarner (Swinehart). A. L. Barrimser (Sampson), F. W. Districts the ward of the make of t

Owner and Make.

Curtis-Blaisdell Co., Couple-Gear 5
Leonard Bros., Couple-Gear 2
Fitischmann Vienna Bakers, Alco 1
Joseph Stern & Son. Alco. 3
Nathan Schweitzer, Alco. 1
Fred Ewert, Alco. 1
Fred Ewert, Alco. 1
Cheiling Brewing Co., Packard. 1
Ebeling Brewing Co., Mack. 1
Choel Boulet Co., Hewitt. 3
Remington, 1
Emerson Drug Co., Hewitt. 1
Hydraulic Truck Sales Co., La
France. 1 Hydraulic Truck Sales Co. La France.
Swinehart Tire Co. Mack.
Daimler Import Co., Mercedes (fire engine)
Austen & Bergold, Saurer
& Greenberger & Co. Grabowsky E. Greenberger & Co. Victor John Wegmann, Bulck.
White Star Motor and Engine Co. Motor and Engin Columbia Storage Warehouse, Walter, James A. McClurg, Walter, James A. McClurg, Walter, Hess Bros, Walter, Stmon Strauss, Walter, Stmon Strauss, Walter, American Fastry and Manufacturing Co. Walter, John J. Timmons, Walter, John J. Timmons, Walter, Louis Rapette, Walter, A. M. Powell, Walter, Walter, Morotton, Walter, Walter, Morotton, Co., Walter, Locomobile Co., Locomobile, May Manton Pattern Co., Walter, Locomobile Co., Locomobile, B. F. Goodrich Co., Packard, Phineas, Jones & Co., Lauth-Jurgens, S. Karpen & Bro., Mack, A. D. Matthews & Sons, Mack, Liberman Dairy Co., Mercedes, M. Zimmerman Co., Mack, George I. Pound, Rowe, Attabury, Commercial Truck, Co., Atterbury, Commercial Truck, Co., Atterbury, Pope-Hartford, Auto Co., Pope-Hartford, Auto Co., Pope-Hartford, Motor, Truck, Co. Hariford Truck Co., Hariford
Packers' Motor Truck Co.,
Packers.
Runkel Bros. Packers.
Recht & Rosenbaum. PierceArrow.
Munths & Schmohl, PierceArrow.
Mergenthaler Linotype Co.,
Pierce-Arrow

AUTOMOBILES.



BLITZEN Automobile Specialties

The Blitzen Self Starter is the most efficient, economical and simplest on the market. It teed. It costs but \$30 and is attached free at our garage.

The Blitzen Starting Switch or use with the Blitzen Self Starter on cers not equipped with a coil—Renault Mercedes, Hupmobile, etc. It costs but \$15, and we attach it free.

The Blitzen Lighter lights and regulates your acetycosts but \$15, and we attach it free. Call and see the starter START - the switch SWITCH and the highter LIGHT.

rite or free literature. Henry Manufacturing Co. 147 West 55th St., New York. 1120 Michigan Av., Chicago.

SALES MANAGERS TO MEET. A. B. T. to Call Convention to Discuss

Trade Conditions. At the recent quarterly meeting the members of the Automobile Board of Trade decided to issue a call for a gathering of sales managers of the various companies for general discussion of trade conditions. This follows the recent meet-ing of the commercial vehicle manufac-turers, and is in line with the cooperative work in which the organization is now actively engaged.

President Clifton presided at the meeting, which was taken up largely by a discussion of trade conditions Reports indicate that the spring selling season is now in full swing, with the demand for cars at a point that is pressing the production departments of the makers. North of New York the cold and stormy weather has tended to delay sales some-what, but from the South and other sections of the country the statements indicate sales far in excess of previous years.

sections of the country the statements indicate sales far in excess of previous years.

In attendance at the meeting were: Autocar, John S. Clarke; Buick, C. W. Nash; Cadillac, Marquette, Oldsmobile, Cartercar, Rapid and Reliance, W. C. Leland; Corbin, Charles Glover; Cunningham, James C. Dryer; Elmore, W. Ca. Leland; Garford, George W. Bennett; Hudson, R. D. Chapin; International Motor Company, E. R. Hewitt; Jackson, G. A. Matthews; Knox, A. N. Mayo; Locomobile, S. T. Davis, Jr.; Lozier, W. S. M. Mead; Matheson, F. F. Matheson; Metzger, W. E. Metzger; Moon, W. J. Coghlan; National and Marmon, C. C. Hanch; Oakland, G. E. Daniels; Peerless, L. H. Kitteredge; Pierce-Arrow, Charles Clifton; Pope, George I'ope and A. L. Pope; Premier, H. O. Smith; Reo, R. E. Olds; Seiden, R. H. Salmons; Stearns, F. B. Stearns; United States Motor Company, Alfred Reeves; Thomas, C. S. Henshaw, White, W. T. White; Wilbys-Overland, George W. Bennett, and H. A. Bonnell, general manager.

ONLY 9 MILES OF COBBLES.

Brooklyn Borough Nearly Free Now -Street Openings Are Many.

At the beginning of the administration of President Swanstrom, the first President of the Borough of Brooklyn, there were about three hundred miles of cobbled streets, says Good Roads. During the first year of his term about thirty the first year of his term about thirty miles were paved and during his second year fifty-four more were paved. During the administration of his successor, President Littleton, about fifty miles of cobbled streets were eliminated, and during the administration of Bird S. Coler, about 140 miles more were improved, so that at present, there are about nine miles of toobled streets and these will be paved as goon as possible.

During the present administration, fifty-three miles of streets were paved the first year and fifty-two miles the second year, in addition to the improvement of about forty miles of dirt roads. Besides this, to penings have been paved equal in extent to forty-two miles of streets thirty feet wide.

L. H. Pounds, Public Works Commissioner, says that this latter item was one of the biggest problems the department has had to deal with, and to demonstrate its extent, he stated that during last year 20,000 permits were granted to open streets.

Mr. Pounds further said that there were

Mr. Pounds further said that there were 750 miles of paved streets in the bogough, and under the present administration over fifty miles a year are being improved in addition to repairing about fifty miles.

UNDERSLUNG **AMERICAN**

World's Safest Car

A remarkable Improvement in Automobile Construction

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B. T. Babbitt Co., Peerless. 4
Peerless Motor Car Co., Peerless 1
Leonard & Michell Bros., Peerless 1
Leonard & Michell Bros., Peerless 1
Long Island Cons. Car Co., Poss 1
G. & A. Carburetter Co., Gramm 1
International Motor Co., Saurer. 8
Politzner Bros., Sampson...
1, acob Ruppert. Sampson...
1, S. Motor Co., Sampson...
1, S. Motor Co., Sampson...
2, James Butler, "G. M. C."

M. C. M. C. Strands Co., M. C. 1
Jacob Ruppert. "G. M. C."

M. C."

Jacob Ruppert, "G. M. C."

"Powell's," "G. M. C."

General Motors Co., "G. M. C."

Anderson Electric Co., Anderson-Detroit

No-Rim-Cut Tires 10% Oversize

Decide Which Tire

Will you have tires that rim-cut, or tires that

Will you have oversize tires-10 per cent extra capacity—or tires just rated size?

Some 200,000 motor car owners have chosen the Goodyear No-Rim-Cut tire.

Those men have found that these patent tires cut tire bills in two.

Outsell All Others

Here is a tire which, in the cent oversize, to save the blowlast two years, has come to out- outs due to overloading. sell all others. Over one million have gone

into use. Some 200,000 separate users have tried them. The resulting demand for No-

Rim-Cut tires has become the sensation of Motordom. Our sales today are three times larger than one year ago.

After 13 Years

This No-Rim-Cut tire is the final result of our 13 years spent in perfecting tires.

It marks the zenith in pneumatic tires. We never can hope to improve it.

This patent type-which we control-is built so that rim-cutting is ended forever.

It is built, in

(100D) YEAR No-Rim-Cut Tires With or Without Non-Skid Treads addition, 10 per

No Extra Price Rim-cutting occurs, as statistics show, with 23 per cent of the old-type tires. The new-

saves that loss entirely. And 10 per cent oversize, with the average car, adds 25 per

type tire-the No-Rim-Cut tire-

cent to the tire mileage. These two features together mean an average saving of 48 per cent. Yet No-Rim-Cut tires now cost no more than other

standard tires. Think these facts over-you men who buy tires. You will see why most men now demand them.

> Our 1912 Tire Book, based on 13 years of tire making, is filled with facts you should know. Ask us to mail

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AUTOMOBILES. **STUDEBAKER AUTOMOBILES**



A Timely Tip to Tardy Buyers



WE HAD HOPED that this season the usual spring scramble for automobiles would be averted in the case of Studebaker cars at least-but alas for well laid plans!

NOT THAT WE ARE COMPLAINING-not in the least. So far as we ourselves are concerned. Far from being unpleasant the condition that confronts the Studebaker Corporation this Spring of 1912 is well

THAT IS SPEAKING from a manufacturer's point of view.

BUT FROM YOUR STANDPOINT-it is different. That's what we wanted to talk about-and to advise you how best to go about it to meet the conditions that obtain and ward off disappointment.

HERETOFORE AS YOU KNOW there has always been a tremendous—one might almost say a hopeless—shortage of Flanders "20" and E-M-F "30" cars in the Spring months—the rush season.

ONE OR TWO OTHER MAKES that were popular with buyers shared with us to an extent this pleasurable over-demand. Pleasurable, but disheartening at that. For one dislikes to disappoint so many good friends. Then too, when you know you make the best automobiles for the money you hate to see good friends forced to accept second bests.

THAT HAS ALWAYS BEEN THE CASE. We were powerless to remedy it. The E-M-F Company was young. Had made tremendous progress, but there was a limit to financial resources. And, anyway, factories can be equipped only about so fast. Machine tools can't be wished into form.

BUT THIS YEAR it was different. This big forty-five million dollar Corporation felt equal to the task of supplying the full demand for its two models—herculean tho it was.

WITH UNLIMITED CAPITAL at its command; with the largest and best equipped plants in the world; with an engineering and manufacturing organization second to none; contracts for material placed and deliveries assured; it seemed as if even our splendid sales force would be unable to keep ahead of the production department.

AND WE HAVE DONE ALL we set out to do. That is to say, we estimated that 50,000 cars (divided into 30,000 Flanders "20's" and 20,000 E-M-P "30's"), would surely supply the demand.

WE FELT SURE WE HAD NOT under-estimated the demand. We knew the unparalleled popularity of these famous cars not only throughout the length and breadth of America, but in all other civilized countries, but

WE THOUGHT 50,000 CARS would do. Some of our competitors warned us it was too many-the rest of them didn't believe we would or could make that many.

WELL, WE'RE UP to schedule-a few cars ahead of it on April 1st and we carried over from March to April orders for 4722 cars. Most of them Flanders

LOOK AT THIS RECORD—it's almost unbelievable. In December, when would-be competitors were subsisting on snow balls and waiting for "the season" to open up, the Studebaker plants shipped 3600 cars. In January (inventory month), 4000.

IN FEBRUARY 4200; in March 4601, and the schedule for April is 6000—and, as we have said, we are a little ahead of the schedule.

IN THE WICKEDEST WINTER in fifty years, you'll recall. You'd have thought that would help us by retarding demand-it did leave other makers' cars on their floors. But seems as if the harder the conditions of roads and weather the more careful people are about selecting their automobiles.

6000 A MONTH IS THE SCHEDULE for April, May, June, July and August, and we'll make them, but as the little boy said, that's our almighty darndest.

WORKING OVER-TIME NOW-and men can stand only about so much of that. We don't like overtime at all. But we're doing our utmost to keep up with the demand-and we are still in sight of it, tho breathless.

THERE'S THE CONDITION as it stands today. It is up to you. What are you going to do about it?

ANALYZE IT: It means that a lot of people are going to have to wait for deliveries and a lot more will be disappointed-compelled to accept some other carsecond best value-for all will not be able to get Flanders "20" or E-M-F "30" cars.

IT ISN'T SO BAD as it looks, in a way? The shortage of Flanders "20's" is more apparent than real-for our capacity is 50 more 20's per day than 30's. But it's bad enough. And it shows we have again fallen short of our ambition, hard as we have tried to realize it.

WE ARE TELLING YOU THIS because we have repeatedly asserted to dealers and the public that we would surely avert the Spring scramble. Now that we know that we have failed we feel that we owe you a frank statement of the facts.

OF COURSE IN TELLING YOU we cannot help telling our competitors also-and very naturally they will use it against us-try to persuade you to buy their cars on the same grounds as former years, "You can't get Studebaker Cars-either model." And that'll be true-unless you beat some other buyer to it.

WE FELT SURE we would be able to supply every possible customer with a Flanders "20"—but re-

THE ENGINEERS WHO BUILT the leves along the Mississippi were eminent and honest men and they were equally certain they would hold any floods that might ever come. But this has been an exceptional season—and the dykes have given way in places. WE WERE EQUALLY CERTAIN we had gauged

demand aright-thought we might be over-sanguine, in fact. But we under-estimated the flood of orders that have poured in increasing volume on us thru our big branches and dealers and our thousands of smaller, but no less alert representatives. We are swamped, despite our elaborate precautions!

IT'S MOST GRATIFYING to see how Flanders "20" has gained impetus with the years. It is the story of E-M-F "30" over again—and we have ceased to marvel at the way that car grows in demand, selling itself as fast as we can turn them out. And with scarcely any effort on our part.

IT'S THE ENDLESS CHAIN principle at work on mammoth scale. When we make a good car we start it. Every satisfied buyer tells three more—and each of the three tell three others-and it grows at a wonderful rate.

FLANDERS "20" ENJOYS that happy state today to an extent greater than any other car. And because there is more value-more automobile, more quality of performance, and better looks, than in any other 20 or 25-horse power car in the whole world at the price. AND IT ISN'T CHEAP at any point. Better steel is not used in any automobile on earth. Get that-any

-regardless of price. We use the best the science of metallurgy and of automobile engineering can specify. IN APPEARANCE—it is just what you have been looking for, a smaller edition of a high-powered, high-

priced car. It looks \$3,000-it sells for \$800. WE FIND TWO CLASSES of people, mostly, buy

Flanders "20" cars. FIRST: DISCRIMINATING FOLK who will not have-will not be seen in-a poorly-made, noisy.

under-powered and cheap looking car at any price. THESE HAVE WAITED for years for the arrival of a car the man of pride but moderate means could buy and drive with pleasure. They found it in Flanders "20" as in no other light car. But these people are conservative too—they don't care to take risks or to experiment with new models.

80 THEY WATCHED Flanders "20" thro three seasons. The first, the usual discovery and corrective stage, was like most other new models. Then she struck her gait and for two seasons past, she has been steadily forging ahead till now she leads undisputed.

THERE ARE TWO WAYS to buy an automobile. One is to buy a cheap car because it is cheap in price and then pay in installments the difference between that and the value of a good car-in repairs and replacements of inferior parts-and then find you have nothing.

THE BETTER WAY is to determine just what is the lowest price at which a really first class 20 horsepower car can be made. Decide which car is backed by the best reputation for quality and service afterward. Then pay that difference in the first place and have not only quality but a car that in appearance as well as performance will be one your family will be proud to ride in.

THAT'S FLANDERS "20"-if you search the world

over you will decide that way. WHY, FRANCE BUYS Flanders "20's" to an extent greater than any other car made outside France. Germany also: Belgium, Italy, England. We exported 4.000 Flanders "20's" last year. Of what other American car can this be said?

EVEN THE GREAT E-M-F "30" does not enjoy the demand abroad that Flanders "20" does. The "30" is essentially an American product-made for American roads. The "20" accurately conforms to European ideals and engineering standards-and in competition with their own it sells as fast as we can supply them. APPEARANCE is worth while-is worth all it costs. Beauty is more than skin deep in a motor car. Has

to be made good to look good. A "tin car" cannot but look "tinny." YOU'LL FIND IT'S CHEAPER by the end of the first year to pay the \$150 to \$200 more and own a Flanders "20" that looks the part as well as performs it-a car in which the repair and maintenance bills are practically nil-than to pay less and get so much

less. And have everybody know it too.
BUT YOU'LL HAVE TO HURRY if you expect to get a Flanders "20" this Spring. There isn't an hour to lose. You may be too late now-your local dealer may be sold up to his full allotment. If so, we can't help him. Only way is to see him at once and get

your order in. AND DON'T EXPECT the dealer, just because you have know him so long, to take a verbal statement as an order. He can't. We won't permit him for one thing. If he hasn't bonafide orders for every car he has been alloted by a certain date, we insist on shipping such cars elsewhere to dealers who are heavily oversold.

FIRST SEE THEM ALL-hear all the salesmen's stories. Else you won't fully appreciate your Flanders "20" after you have gotten it. And you will never know how nearly you came to buying the wrong car! See them all. Then decide, and having decided delay no longer-else you will surely be disappointed, as

more than 10,000 persons were a year ago.
REMEMBER THE STUDEBAKER GUARANTEE and Studebaker reputation and service goes with every car carrying the Studebaker name.

Of course you are coming to Detroit for Cadillaqua, the great water carnival, the fourth week in July. While here you will visit Detroit's famous automobile factories. We invite you to visit the Studebaker plants, the largest in the world.

Studebaker Corporation DETROIT.

STUDEBAKER BROS. CO. OF NEW YORK BROADWAY AND SOTH STREET Newark Address: 239 HALSEY STREET Phone 7151 Columbus Phone 6143 Market